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Trust Factors Affecting E-Ticket Purchasing

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Abstract

Trust is the most essential and the most important key factor of being successful and gaining competitive advantage against rivals in e-commerce. The challenging structure of the online environments requires the online vendors to endeavor more to become successful and gain the trust of their customers. The research aims to discover the factors affecting the online ticket purchasing behaviors of customers and their trust perceptions. Customers can buy tickets for art facilities, sport facilities, concerts and conferences. It means, online ticket buyers consist of very different segment of people. Addressing so different groups of people is an advantage for better understanding the trust factors. Because people who want to be addressed are so different and cover many different segments, the results can be easily generalized. The other advantage of choosing e-ticketing as subject is the main concern is not the quality drawbacks result from the differences between online and offline buying. There is no difference about the ticket and e-ticket about quality. For example a ticket for concert, there will be no quality problem with buying online or not.

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1. Introduction

Trust is a complex concept that has been widely studied. However, it remains a difficult concept to describe due to its dynamic, evolving and multi-faceted nature [1, 2, 3]. The importance of the trust factors can demonstrate differences according to the customer segment that is wanted to be addressed or according to description of the work. Moreover, because the technological, economical, political, cultural and legal issues can directly affect the preference of the customers it is important to conduct a study for the people who are aimed to be addressed. As a vendor to gain the trust of customers is crucial. The lack of interpersonal exchange and the one-time nature of the typical business transaction on the internet make this kind of consumer trust unique, because trust relates to the other people and this nourished through interactions with them [4]. In addition to this,

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switching to another vendor in online environments is so easy that the other vendor is in a mouse click away. This study aims to lighten the e-commerce providers by finding out the critical issues affecting the trust of the consumers and help them to establish long term relationships with them.

1.1. Research questions

1. What are the factors behind the people's mind that result in not buy e- tickets?
2. What are the most significant factors in building trust of customers? Which factors are perceived as most important for them?
3. Do these factors show differences according to the demographic factors like age, marital status, gender, education, occupation, income, internet usage frequency, and electronic shopping tendency?
4. Which web site options are most desirable by the online customers?

1.2. Research methodology

After deep and comprehensive researches, a survey to better understand the factors effecting trust in electronic ticket buying and e-shopping is prepared. The questionnaires are distributed and collected by hand and by e-mail. We handed out 52 questionnaires and collected its 51 ones and we send many others via e-mail. So we do not know how percent of the questionnaires we collected back from internet. We collected 70 from internet. At the total, we had 121 usable questionnaires. The distribution of the participants is summarized in the tables below:

Table 1 The distribution of the participants

			Frequency	Percent	Valid	Cumulative
AGE	Valid	19 – 25	65	53.7	53.7	53.7
		26 – 35	35	28.9	28.9	82.6
		36 – 45	15	12.4	12.4	95.0
		46 – 55	5	4.1	4.1	99.2
		56 – 65	1	.8	.8	100.0
GENDER	Valid	Women	62	51.2	51.2	51.2
		Men	59	48.8	48.8	100.0
MARITAL STATUS	Valid	Single	85	70.2	70.2	70.2
		Married	36	29.8	29.8	100.0
EDUCATION	Valid	High School	10	8.3	8.3	8.3
		University	91	75.2	75.2	83.5
		Master/ PhD	20	16.5	16.5	100.0
MONTHLY INCOME	Valid	€200 and less	13	10.7	10.7	10.7
		€201 – €400	30	24.8	24.8	35.5
		€401– €600	24	19.8	19.8	55.4
		€601– €800	18	14.9	14.9	70.2
		€801– €1000	13	10.7	10.7	81.0
		€1000 and more	23	19.0	19.0	100.0
INTERNET USAGE	Valid	Once a week or less frequent	2	1.7	1.7	1.7
		2 – 3 times in a week	16	13.2	13.2	14.9
		Everyday one or more frequent	103	85.1	85.1	100.0
ONLINE SHOPPING	Valid	No	46	38.0	38.0	38.0
		Yes	75	62.0	62.0	100.0

In the survey, while we examined the participants' demographic features, we also asked questions to identify the key factors influence the participants' trust on e-ticket vendors. We used independent-samples t test, paired

samples t- test and ANOVA test to find out the correlations between factors and also the demographic features. We used factor analysis, descriptive statistics and other analysis techniques to analyze our data.

2. Results

2.1. Buying e-ticket behaviors analyses

We wanted to determine the factors which effects people's perception about purchasing online tickets. By this way we aimed to find out the issues which play role in their buying behaviors. The participants are consisting of those who are buying tickets from internet and those who do not. By asking several questions we analyzed the reasons that lead them to purchase online or not. We conducted factor analysis for the factors to find out for people who do not buy e-tickets and for who buy. First of all, we analyzed the factors defined by the people who do not purchase online tickets. Kaiser-Meyer-Olkin Measure which gives the adequacy ratio is .768 and significance is .000. Therefore to apply factor analysis in this phase is suitable. According to the outputs of this analysis, it is appropriate to form four groups from the issues. As we can see from Table 2 rotated component matrix table for non ticket buyers, the factors like security, privacy, having the physical ticket, reputable vendor, and the tendency of people to shopping form the first group. Product displays, website, consumer appraisal and comments from friends and personal experience form the second group. Shipping, internet access and competitive advantage of physical stores form the third group. Lastly, price, the complexity of executing shopping online and customer support that online vendor can provide form the fourth group.

Moreover, we analyzed the factors defined by the people who purchase online tickets. Kaiser-Meyer-Olkin Measure is .586 and significance is .000. That means that this analysis is also suitable for factor analysis. As we interpret from the Table 3, there are four factor groups.

Table 2 Rotated component matrix for non ticket buyers

	Component			
	1	2	3	4
Security	.834	.179	.147	.134
Shopping tendency	.732	-.048	.303	-.055
Physical ticket	.698	.025	.400	.217
Vendor	.691	.532	-.083	-.063
Privacy	.664	.317	-.065	.238
Product displays	.107	.867	.010	.053
Website	.342	.754	.051	.163
Consumer appraisal	.117	.620	.353	.069
Personal experience	.031	.610	.166	.110
Shipping	.195	.058	.771	.156
Internet Access	.045	.483	.625	.178
Competitive advantage	.364	.411	.607	-.106
Price	.132	.108	-.073	.857
Complexity	.087	.254	.384	.687
Customer support	.085	-.007	.525	.592

Table 3 Rotated component matrix for ticket buyers

	Component			
	1	2	3	4
Privacy policy	.812	-.061	.061	.113
Personal experience	.792	-.073	.054	-.094
Vendor popularity	.763	-.078	.069	.213
Shipping	.691	.156	-.130	.123
Customer support	.561	.329	.331	.026
Physical occurrence	.087	.732	.090	.246
Consumer appraisal	.069	.732	-.008	.020
Price	.039	.635	-.061	-.226
Competitive advantage	.323	-.560	.225	.219
Ticket accessibility	-.026	-.013	.808	.023
Control	.154	-.464	.573	-.172
Transaction security	.156	-.162	-.137	.843
Ticket presentation	.174	.366	.471	.590

After we analyze rotated component matrix for ticket buyers in Table 3, we can see that privacy policy, personal experience, vendor popularity and size, shipping of the tickets and customer support form the first group. Physical occurrence of the vendor, consumer appraisals and friends' recommendations, the price decrease, and competitive advantage getting by executing the transaction immediately form the second group. Accessibility to all tickets presented for a facility from internet and having the all control form the third group. Lastly the transaction security and the presentation of tickets are the fourth group.

2.2. Demographic factors

We analyzed if the ticket buying issues show differences according to the demographic features; ANOVA test is used for analyzing them. Whereas women tend to buy more tickets among the participants of our questionnaire there is no significance difference in their attitudes toward the online ticket buying. According to the ANOVA test result, significance is .346 where it is greater than .05 confidence level. So we can draw the conclusion that gender plays no role in giving the decision of online ticket buying. Married people tend to buy more ticket among the survey participants. However, significance rate is .700 which is much greater than .05. So we conclude that marital status plays no role in determining the ticket buying habits of people. We can draw the same conclusion for age, education and income that none of them are a significant factor affecting people's perception toward online ticket purchasing. Significance levels of age, education and income are .127, .875 and .110, respectively. This means that they do not show any differences according to the group differences. By other words, age, education and income are not the determinants of online ticket buying. The amount of internet usage does not have a deep impact on the online ticket buying behaviors where the needed confidence level is .05. If the confidence level we used for analysis would be 0.10, which is also acceptable, we could talk about the difference within the inter user groups but now we can not claim the same result as true. As we stated before there is a significant difference between e-shoppers and non shoppers. People who also make online shopping are much closer to buy online tickets from those who do not buy.

2.3. Important website features

In a question, we asked people to state which features the website of online ticket suppliers should have in their websites, where 1 represents "very important", 2 represents "important", 3 represents "neither important nor unimportant", 4 represents "unimportant" and 5 represents "unimportant". All issues in Table 4 are stated as important. The security of the web site, with mean of 1.03, had the first priority among all other issues.

Table 4 Descriptive statistics for ticket buying according to the website design

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
web security	68	1.03	.170	5.697	.291
accessibility	68	1.16	.444	2.859	.291
speed	67	1.30	.578	2.307	.293
ease of use	68	1.31	.697	3.315	.291
system stability	68	1.38	.599	1.329	.291
responsiveness	68	1.47	.634	1.018	.291
info presentation	68	1.50	.611	.810	.291
appeal	68	2.12	.985	.722	.291
customization	68	2.16	1.060	.752	.291
design	68	2.19	.996	.534	.291
Valid N (listwise)	67				

3. Conclusion

In this research we tried to answer various research questions. We began with analyzing the reasons behind the people's mind that result in not buy e- tickets. The most influential two factors are their privacy and security concerns. At all, do not shopping for anything in the internet, do not know what to do if a problem occurs while

online buying, the absence of face to face relationship with a sales representatives are other factors. Wanting to have the physical to be ensured of the execution of transaction, hesitating of the ticket not reached before the facility and price increases are the other influential factors prevents people from buying their ticket online. Online ticket sellers should carefully take into consideration these issues to address these people.

Secondly, we analyzed the most significant factors in building trust of customers. Ensuring transaction security, shipping the tickets timely and accurately and having privacy policies of the vendor are the most significant factors to be presented to build customers' trust. Other factors are their past experiences, existence of customer support line, display of full and the exact representation of presented tickets for a facility, the size and popularity of the vendor, having the control during buying process, existence of the physical stores of the vendor, are important for customers, accessing to all tickets presented for a facility and having discounts are the other influential factors. All these factors are stated as important and their importance levels are very close to each other. Online ticket suppliers should take carefully these factors to built long term relationships with their customers based on trust.

Afterward we analyzed if these factors show differences according to the demographic factors. We find out that the trust factors do no show differences according to gender, marital status, age, education, income, and internet usage frequencies. But find that these factors show differences according to occupation, and people's electronic shopping tendencies. IT Experts tends to buy online ticket much more than other occupation groups. Similarly, people who already do shopping in the internet prefer to purchase their tickets online.

Lastly, we analyzed the web site options which are evaluated as important by the online customers. The security of the web site had the first priority among all other issues. The accessibility, speed of the web site, ease of use the stability of the system, responsiveness and a presentation of information features are evaluated as important issues which a supplier should own in his/her web site. Whereas appeal, customization and design are at the second level of importance, they still had been evaluated as important features by survey participants.

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